OMEBLY.

OMEBLY ACADEMY · COURSE PACK

AI for Business Owners

A practical course for owners and managers: where AI saves money and time in marketing, sales, customer service and operations, and how to roll it out safely.

USD 280 · full course

8 weeks · 16 live sessions

One-on-one with a mentor

Certificate within 3 days

Course module · Enrolment and payment · Student portal · Certificate

Omebly Academy, Kolkata, India · omebly.com

2026 edition

ABOUT THIS COURSE

What you will learn

AI can now write marketing, answer customers, sort paperwork, analyse numbers and handle routine tasks that eat up a business owner's day. But many owners don't know where to start, which tools are worth paying for, or how to use AI without risking customer data or their reputation.

PRICE	LENGTH	SESSIONS
USD 280	**8 weeks**	**16 × 90 minutes**

FORMAT	LEVEL	YOU FINISH WITH
Live, one-on-one	**Beginner, no tech skills needed**	**3 projects + certificate**

Who it is for

- ✓ Small and medium business owners who want to do more with the same team
- ✓ Shop owners, consultants, agencies and service businesses
- ✓ Managers responsible for productivity and growth
- ✓ Founders who want to build an AI-first company from day one

By the end you will be able to

- ✓ Spot the tasks in your business where AI saves the most time and money
- ✓ Create marketing content, offers and social posts with AI in your brand voice
- ✓ Set up an AI assistant to answer common customer questions
- ✓ Automate routine admin and operations tasks without coding
- ✓ Use AI to understand your sales, costs and customer data
- ✓ Choose the right AI tools and keep subscription costs under control
- ✓ Roll out AI to your team with a clear policy and training

This course is built around your own business. Each week we look at one area, such as marketing, sales, customer service, operations or finance, and set up real AI tools you can use the next morning. You finish with a written AI plan, working tools, an AI policy for your team and a way to measure the time and money saved. No technical background needed.

COURSE MODULE

8 weeks, step by step

One module a week, two live one-on-one sessions each, and a hands-on task your mentor reviews.

WEEK 1

AI for business: what is real and what is hype

Understand what AI can do for a business today, with real examples.

- AI in plain words: chatbots, assistants and automation
- Real examples from shops, agencies and service firms
- Mapping your business to find time-wasting tasks
- Setting up ChatGPT, Claude or Gemini for business use

HANDS-ON List your top 10 repetitive tasks and score how much AI could help with each.

WEEK 2

Marketing and content with AI

Produce a month of marketing in an afternoon, in your own brand voice.

- Teaching AI your brand voice and customers
- Social posts, emails, ads and offers
- Images and simple videos for marketing
- Planning a content calendar

HANDS-ON Create a 30-day content plan with posts and images for your business.

WEEK 3

Sales and customer relationships

Win and keep more customers with AI help.

- Researching prospects and writing better pitches
- Proposals and quotes in minutes
- Follow-ups that don't feel robotic
- AI features in CRMs like HubSpot and Zoho

HANDS-ON Build an AI-assisted proposal template and a follow-up sequence.

WEEK 4

Customer service with AI

Answer customers faster, day and night, without losing the human touch.

- FAQ assistants trained on your own information
- AI on WhatsApp, website chat and email
- Knowing when to hand over to a human
- Handling reviews and complaints with AI drafts

HANDS-ON Build a customer FAQ assistant from your own policies and test it.

COURSE MODULE · CONTINUED

Weeks 5 to 8: train, sound and direct

From your own trained model to a full AI pipeline and your final film.

WEEK 5

Operations, admin and automation

Let AI handle the boring work behind the scenes.

- Documents, contracts and standard operating procedures with AI
- Meeting notes, emails and scheduling
- No-code automation with Zapier or Make
- Invoices, forms and data entry

HANDS-ON Automate one real workflow in your business from start to finish.

WEEK 6

Numbers and decisions

Understand your business data without being a data expert.

- Analysing sales and expense sheets with AI
- Simple forecasts and what-if questions
- Pricing and competitor research
- Dashboards your team can read at a glance

HANDS-ON Analyse three months of your numbers with AI and write three decisions it supports.

WEEK 7

Choosing tools, costs and risks

Spend wisely and protect your business.

- Free vs paid AI tools: what is worth it
- Data privacy and customer trust
- Mistakes, legal risks and checking AI work
- Writing an AI policy for your team

HANDS-ON Write your AI tool budget and a one-page AI policy for staff.

WEEK 8

Your AI plan and team rollout

Leave with a plan, working tools and a way to measure results.

- Building a 90-day AI plan
- Training your team and getting buy-in
- Measuring time and money saved
- Final plan presentations and mentor feedback

HANDS-ON Present your 90-day AI plan with the tools you have already set up.

TOOLS, PROJECTS AND REQUIREMENTS

What you will use and build

Real tools, real projects, and a short list of what you need to start.

Tools you will use

- ✓ ChatGPT
- ✓ Claude
- ✓ Google Gemini
- ✓ Microsoft Copilot
- ✓ Canva AI
- ✓ Zapier or Make
- ✓ HubSpot
- ✓ WhatsApp Business

AI tool subscriptions are not included in the course fee. You use your own accounts on each tool's free plan, which is enough for the whole course. Any paid plan is your own choice and cost.

Projects for your portfolio

- ✓ A 30-day AI-made marketing plan for your business
- ✓ A working customer FAQ assistant and one automated workflow
- ✓ Your 90-day AI plan, tool budget and team AI policy

What you need

- ✓ A laptop or desktop computer with internet
- ✓ Some information about your business to work with (we show you what to keep private)
- ✓ No technical skills needed

What the course fee includes

- ✓ 16 live one-on-one sessions with your mentor (2 a week, 90 minutes each)
- ✓ Recordings of every class to revise at your own pace
- ✓ A hands-on task every week, reviewed by your mentor
- ✓ A final project you can show at work or in your portfolio
- ✓ Ready-to-use prompt library and templates to keep
- ✓ Omebly certificate of completion
- ✓ Your own login to the Omebly student portal with study materials and theory books
- ✓ Support with your LinkedIn profile and job search

HOW ENROLMENT WORKS

From first look to certificate

A simple, clear process, so you always know what happens next.

01
Review the course module
Read this course pack: what you will learn, week by week, and what you need.

02
Agree to the module
Tell us you are happy with the course plan, so we both know exactly what is covered.

03
Fix your class timings
We discuss and agree a class schedule that suits you and your mentor.

04
Pay the full course fee
The full fee of USD 280 is paid before the course starts, as per the agreed schedule.

05
Get your student portal login
You receive your own login ID and password for the Omebly student portal.

06
Learn one-on-one with your mentor
Your live one-on-one sessions run on the agreed timings, with study materials and theory books in the portal.

07
Receive your certificate
After you complete the course, your certificate is issued within 3 days and can be checked on the verification portal.

PAYMENT DETAILS

One price, paid in full

Clear and simple: no instalments and no hidden fees.

COURSE FEE

USD 280

- ✓ Full payment before the course starts
- ✓ Paid as per your agreed class schedule
- ✓ Covers all 16 live one-on-one sessions
- ✓ Student portal, study materials and theory books
- ✓ Certificate and career support

How payment works

- ✓ First, review this module and agree to it.
- ✓ Next, agree your class timings with our team.
- ✓ Then pay the full fee of USD 280 before your first session.
- ✓ Your student portal login is shared once payment is confirmed.

Payment methods and account details are shared by the Omebly team in writing when your schedule is agreed. Please pay only to details sent by Omebly from info@omebly.com or our official WhatsApp +91 70444 33991.

Not included

- ✓ AI tool subscriptions or paid plans (you use the tools' free plans on your own accounts)
- ✓ Computer hardware, internet connection or paid cloud computing

STUDENT PORTAL, CERTIFICATE AND CAREER SUPPORT

Everything in one place

Your learning, your certificate and your next step, all supported by Omebly.

Student portal

- ✓ Your own login ID and password, provided by Omebly
- ✓ All study materials for every week
- ✓ Theory books to read and revise
- ✓ Your projects and progress in one place

Certificate

- ✓ Issued within 3 days of completing the course
- ✓ Lists the course and the projects you completed
- ✓ Has a unique certificate ID
- ✓ Anyone can check it on Omebly's separate certificate verification portal

LinkedIn profile building

- ✓ Help writing your headline, about section and skills
- ✓ Showing your course projects as a portfolio
- ✓ Adding your certificate to your profile

Job search support

- ✓ CV review and tips for applications
- ✓ Mock interview practice
- ✓ Guidance on where and how to apply

We support your job search but cannot guarantee a job. Results depend on your effort and the job market.

Contact Omebly Academy

WHATSAPP
+91 70444 33991

EMAIL
info@omebly.com

WEBSITE
omebly.com/training

OMEBLY.

CERTIFICATE ID: OMB-AI-2026-000123
ISSUED: 15 JANUARY 2027

OMEBLY ACADEMY

Certificate of Completion

This certifies that

Student Name

has successfully completed the course

AI for Business Owners

8 weeks · 16 live one-on-one sessions · 3 portfolio projects

SAMPLE

Nazmul Hussain

Nazmul Hussain
Managing Director & Technical Head, Omebly

OMEBLY
ACADEMY
VERIFIED

Verify this certificate
Enter the certificate ID on the Omebly certificate verification portal